



Santa Rosa County Tourist Development Office

8543 Navarre Parkway
Navarre, Florida 32566

South End Advisory Committee
Tuesday March 1, 2016 --- 8:30 a.m.
Navarre Visitor Center
8543 Navarre Pkwy

8:30 a.m. **Sign-In-Confirmation of a Quorum**

Additional Agenda Items -

Approval of February 2, 2016 Minutes

Discussion of FY16/17 Aid To Private Organization opening of
Grant Cycle for April 1, 2016 closing May 31, 2016

Discussion- Tough Mudder Promotion Booth Shift Schedule/ Trip
give-a ways / Tent Set Up (City Milton) / Tent Banner-- Nicole Dees

Lodging Tax Update- Nicole Dees

Update- FL Sports Foundation Grant- Nicole Dees

DSBP Update – Meridith South

South End Requests --- None

North End Requests --- None

Other Business:

1. Black Skimmer Pavilion Rental / 4th of July Fireworks

Santa Rosa Tourist Development Office

South End Committee

8:30 a.m.

Board Members

Norm Crowder
Liz Horton
Laurie Gallup

Voting Committee Members

Mike Sandler
Chanda Ryan
T.J Goulet
Judy Morehead
John Lewis

Attendees

Julie Morgan
Nicole Dees
Meridith South

8:30 a.m. Sign-In Confirmation of a Quorum – We have a Quorum

Additional Agenda Items -

Beach Restoration –

Gallup reports the contract has been signed and will start April 1, 2016. Ryan replies that the company was bringing in a different crew and two different boats. Goulet reports it is different equipment, but the same crew. Morgan has requested the beach restoration company to not start on a holiday weekend. Horton asked how successful the company is doing on Pensacola Beach? Morgan reports that she is not 100% sure of how Pensacola Beaches restoration is going.

Committees – Chanda Ryan

Gallup reports that our district 4 commissioner is concerned about the committees, and wants to possibility do away with them. Horton states that Commissioner R. Williamson brought up the fact that he doesn't see an effectiveness of having TDC committees. Goulet ask if he stated a reason on why to cut the committees. Ryan reports he is concerned about staff time. Morgan reports that the North End committee feels that the committee meetings are important. Morgan reports the North End is focused more on projects, and the South End is focused on filling rooms. Goulet states that there are differences with North End and South End committees. Goulet states there is a huge benefit to having a South End Committee and making sure the beach is represented. Sandler replies that these meetings are like a workshop, if these meetings didn't happen we would be at the TDC board meeting all day. Gallup points out that the South End is project oriented. Morgan replies since she has been here, she has not seen the same type of meeting between North and South End Committees. Gallup states maybe we should reorganize due to the County. Ryan asked a question about why the North End has one more representative than the South. Gallup reports that the City of Milton automatically gets a seat as a city. Goulet does not want to lose the openness of these committees. Morgan suggest to Gallup to contact Vernon Compton and write up a report of why these committees are important. Gallup suggest we push this to old business and continue work on this discussion.

4th of July Fireworks

Start the process of reserving the Black Skimmer Pavilion on Navarre Beach for the 3rd and 4th of July, 2016.

Snowbird Club

Update on Snowbird Club. The headcount for the Snowbird expo was 342. 25% were Destin – Fort Walton Beach folks. 70% Navarre Beach folks and 5% seniors coming for free stuff. Next year they plan to move the event to a larger venue. The Navarre Beach Snowbird email list is up to 489.

Approval of January 5, 2016 Minutes

Liz Horton motions to approval, Mike Sandler Second. Motion passed.

BP Supplemental Promotional Fund Grant Agreement

Julie Morgan reports that this is the contract, and it will be going to the TDC BOD this week, and then on to the BOCC next week. It was a new grant in the amount of \$73,600. Our Ad. Agency will be using it for the spring break season on TV broadcast cable buys. They will start running these advertisements in March/April 2016. Morgan reports that our Ad. Agency submitted for this grant with BP. Gallup states the TDC did not know anything about it. Morgan reports she was not here at the beginning of the oil spill. Sandler states that we had to have been included in a list with BP and this group met the conditions for a third round of funding. Gallup request a breakdown of the grant amount, South replies it is all going to advertising. South reports a big percentage of the ads are beach focused.

Lodging Tax Update

December came in at \$91,285.35. We are up 23.74% increase over last December. Gallup request that we start receiving the financials.

DSBP Update – Beach Restoration Promo bags – Meridith South

South talks about the Lunch n Learn that will be held Feb. 22. The guest speaker Sandra Weber is out of Atlanta and will be talking about the basics of digital advertising, marketing trends and what we will see in the future and give us a state of the digital union for 2016. The guest speaker will give us an industry update; Julie Morgan will be giving her presentation on her trip to Google, Facebook, TripAdvisor, and Twitter. Please RSVP with Nicole Dees. Promotional items for homeschooling and the beach restoration project. A sea shell bag and sea shell guide/beach guide with information on beach restoration. The main problem with the sea shell bags is they are expensive. South recommends that doing a coloring book will be a cheaper option. Mauro reports that the Navarre Beach Marine Science Station already has a coloring book, we can reproduce it. Morgan asks how many coloring books we would need. South suggest 10,000 coloring books and 5,000 info cards. Gallup request that we use local printer companies. Liz Horton motions for 10,000 coloring books from the Navarre Beach Marine Science Station printed and 5,000 cards printed. Crowder seconds. Motion passed.

South End Requests –

Reserve the Black Skimmer Pavilion two days for 4th of July fireworks. Every year.

North End Requests- None

Other Business:

BBC – reports that all the Navarre Beach entrance decorations were stolen.

Gallup reports she is resigning as chairman from the South End Committee. Gallup motions for Liz Horton to be chairman, Crowder second, motion passed.

Gallup motions to end meeting at 10:00 a.m.

Local Event/Marketing Grant Application Deadline: April 1, 2016

PURPOSE

The goal of the Santa Rosa County Tourist Development Office Local Marketing Funding program is to increase out-of-market awareness of Santa Rosa County Florida's Playground brand as a tourist destination and to drive lodging room occupancy in the county by funding the marketing and promotional efforts of local events, especially during the non-summer season.

As used for purposes of this Section: "Event" means festival, sports event, performance, concert, or other happening. "Out-of-Market" means outside of Santa Rosa County.

AUTHORIZATION

The Tourist Development Office will set aside a portion of the overall annual budget as a budgeted line item to fund local event marketing applications approved as part of the County's annual budget process.

For the 2016-2017 grants cycle applications will be available April 1, 2016 and must be submitted by May 31, 2016.

FUNDING ELIGIBILITY

The intent of the grant program is to provide funding assistance for events that affect overnight visitors to Santa Rosa County impacting commercial lodging industry, hotels/motels, campgrounds, condominiums, as well as restaurants, retail establishments and other businesses. To be considered for funding the following criteria must be established:

1. Each application must be submitted with a signed Certification and Compliance page
2. Event must take place in fiscal year 2016/17 and be open to the public
3. The event must have the potential to bring or have had past history of bringing out of town visitors
4. Applicant must provide a marketing/promotions plan and detailed budget for event.
5. Advertising and marketing must occur 90% out-of-market (i.e. outside of Santa Rosa)
6. Applicant must provide a detailed budget and post event profit and loss statement
7. The event must use commercial lodging establishments within Santa Rosa County
8. Maximum number of recommended years for a grant for one event is three (3) unless the TDC BOD, Tourist Development Director, and SRC BOCC recommend continuation with additional years. It is goal that the events become self-sustaining and build partnerships and/or corporate sponsorships
9. The recommended maximum request is encouraged not to exceed \$5,000.

Timeline

Advertise Grant Cycle Opening	April 1, 2016
Deadline for Application Submittal	May 31, 2016
Review and Approval by TDC Board of Directors	June 7, 2016
Final Review/Approval by TDO Director and SRC BOCC	June 20, 2016 (Tentative)

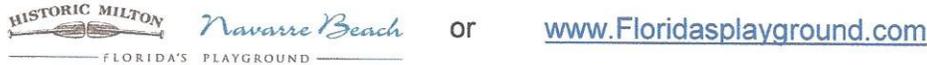
Approved project funding will be reimbursed after event occurs, and expenses are documented and verified.

Please note that virtually all documents provided to the Santa Rosa County TDO are public record and will be made available to the public and media on request.

SANTA ROSA COUNTY TDO EVENT/MARKETING GRANT POLICIES

- A) Grant funds are intended to supplement the sponsoring organization's budget.
- B) Funding is not intended to support administrative costs, security costs or non-public events. Funding is intended to support marketing and promotional efforts, venue/site rentals and costs associated with visiting artists and or exhibits.
- C) Grant applications will be received during the advertised cycle. One application will be accepted per event, per fiscal year.
- D) Events must be open to the public must have as one of its main purposes the attraction of overnight visitors to Santa Rosa County.
- E) Funding shall be provided as reimbursement for approved actual expenditures upon completion of the event. Proof of payment must be provided. Proof of payment may be submitted in the form of a vendor receipt and a front and back copy of the cleared check or credit card receipt. Cash receipts can be accepted for reimbursements; however, grant receipt is strongly encouraged to use a check or credit card. If a check is used, a copy of both the front and back of the canceled check is required.
- F) **To be eligible for payment, a completed Post-Event Report must be submitted within 90 days.** The report must include tracking statistics regarding out-of-town visitors and their overall impact on the local economy, particularly on transient lodging facilities and occupancy. Failure to submit a complete post-event report will result in disqualification for support if the event occurs near the end of the fiscal year, request for reimbursement must be received by September 30, 2017.
 - 1. Should an event use registration procedures, event organizers are encouraged to use the "Local Event Marketing Funding Participant Registration Roster" provided in this packet as part of their post event report.
 - 2. Grant recipients must distribute the "Local Event Marketing Funding Visitor Survey" provided in this packet to event participants and include the data collected as part of their post event report. The applicants can change the survey format or add additional questions, but the sample questions must be included.
- G) Any funds granted will be subject to an audit by the Santa Rosa County Auditor.
- H) Funding recipients shall work with Tourist Development Office staff to enhance joint attendance stimulation outreach efforts. Such efforts include, but are not limited to, social media, public relations and publicity initiatives, webpage links and landing pages, lodging facility reservation channels, and joint photography and video.
- I) The TDC may choose to lend assistance or administer grant funds approved in the form of advertising, public relations, promotions or research programs through its respective agency of record on behalf of the applicant.
- J) Recognition of the Santa Rosa County Tourist Development Council must be included where appropriate on all printed material and referred to in public relations activities. The Santa Rosa County Tourist Development Office's Florida's Playground logo and/or web link, shown below and provided in electronic format at the time of funding status notification and also available

upon request, must appear in Event marketing materials (printed, audio, broadcast, online) and may not be altered in any way. Radio advertisements may include the tag line "Sponsored in part by the Santa Rosa County Tourist Development Office" in lieu of mentioning the web address.



K) Allowable expenses shall include the following:

Promotion, marketing, and programming expenses, paid advertising, and media buys, production and technical expenses, site fees/costs (contract help, rentals, insurance), rights fees, sanction fees.

1. Print – May include production, talent fees, design, creative, or media costs. Examples of proof of performance may include insertion order or print tear-sheet. Examples of proof of payment may include itemized vendor invoice along with canceled check, credit card slip, or other proof of payment.
2. Online – May include production, talent fees, design, creative, or media costs. Examples of proof of performance may include insertion order, banner ad screen shot, website screen shot, website analytics report, or search engine optimization report. Examples of proof of payment may include itemized vendor invoice along with canceled check, credit card slip, or other proof of payment.
3. Television and Radio – May include production, talent fees, design, creative, or media costs. Examples of proof of performance may include insertion order, DVD, or CD ad copy, run schedule, or station affidavit. Advertising and marketing must occur 90% out-of-market (i.e. outside of Santa Rosa). Examples of proof of payment may include itemized vendor invoice along with canceled check, credit card slip, or other proof of payment.
4. Direct Mail – May include production, talent fees, design, creative, or media costs. Examples of proof of performance may include printing order, product sample, or postage receipt. Advertising and marketing must occur 90% out-of-market (i.e. outside of Santa Rosa). Examples of proof of payment may include itemized vendor invoice along with canceled check, credit card slip, or other proof of payment.
5. Direct Sales – May include phone call, email, or personal contact. Advertising and marketing must occur 90% out-of-market (i.e. outside of Santa Rosa). Examples of proof of performance may include phone record, email message, contact list, promotional material, registration fee, or travel documentation. Examples of proof of payment may include itemized vendor invoice along with canceled check, credit card slip, or other proof of payment.
6. Florida's Playground-Branded Promotional Items and Prizes – May include t-shirts, hats, beach towels, or trophies. Proof of performance includes a copy of the item itself. Examples of proof of payment may include itemized vendor invoice along with canceled check, credit card slip, or other proof of payment. Promotional items and prizes purchased with local event marketing funds are not permitted for resale and must include the Florida's Playground prominently displayed.

L) Unallowable expenses:

General and administrative expenses, building, renovating and/or remodeling expenses, permanent equipment purchases, debts incurred prior to grant requests, alcoholic beverages, donations to any person/entity/organization in any form of payment are not allowable expenses. Scholarships are unallowable expense. Travel expenses including lodging, hospitality or social functions.



Santa Rosa County Tourist Development Office
8543 Navarre Parkway
Navarre, FL 32566

Local Event/Marketing Application

Any organization requesting funding will be required to complete this form

Applicant Organization

Contact Person Title

Organization Address

City State Zip Phone

Email Address: Web Address:

Cell Organization IRS Status

Name of Event or Project:

Has this project received grant funding from the SRC Tourist Development Council in the past?

If yes, when and how much and what year?

If yes, what is the room history of the event? # of rooms # of nights

2016/2017 Event Request Details

Location of Event or Project:

Date(s) of Event or Project:

Detailed Explanation of the Project:

Four horizontal lines for detailed explanation of the project.

Total Budget of Event: \$ _____
(A budget with anticipated revenue and expenses is required upon submittal of application)

Amount Requested: \$ _____

Intended use of Funds: _____

Match Provide by Organization

In-kind description: _____

Value of in-kind: \$ _____ Match dollars provided by your organization: \$ _____

In- Kind Definition – Make up of something other than money; (of payment) given in the form of goods or services and not money.

Projected Attendance: _____ Projected Number of Out of Town Visitors: _____

What are the goals and objectives for this event for which you are applying for:

Describe how the effectiveness of this event will be measured:

How will the event/project benefit tourism in Santa Rosa County?

What are the demographics of your targeted attendees (i.e. families, professionals, youth, etc. plus other demographic information as available):

Anticipated number of vendors: _____

Will you survey the participants to capture data: _____

If no, how do you intended to collect data for reporting purpose: _____

Estimated Bed Tax Calculation

Estimated Number of Visitor Rooms: _____

X

Estimated number of nights: _____

X

Estimated Room Rate per Night*: _____

= _____ X .05 = \$ _____
 Estimated Total Bed Tax Generated

- *Use the following estimated rental rates to calculate bed tax estimates
- Spring (March 1-Memorial Day): \$151 per night
 - Summer (Memorial Day – Labor Day): \$188 per night
 - Fall (Aug. 31 – Nov. 1): \$118 per night
 - Winter (Nov. 1 – Mar. 1): \$95 per night

Estimated Sales Tax Calculation

Estimated Number of Visitors: _____

X

Average Spending per out-of town visitor per day including transportation:

\$110

X

Estimated Number of Days In County: _____

= _____ X .065 = \$ _____
 Estimated Total Sales Tax Generated

Total Potential Tax Impact

Total Estimated Bed Tax Generated (from calculation above): \$ _____

Total Estimated Sales Tax Generated (from calculation above): \$ _____

Total Estimated Tax: \$ _____

Describe how financial resources will be monitored

Estimated Budget

Projected Income

	CASH	IN-KIND	
Entry Fees (participants)			
Admissions (spectators)			
Sales (merchandise, etc.)			
Sponsorships			
Other			
Local Event Marketing Funding			TOTAL INCOME
TOTAL	\$	\$	\$

Projected Expenses

	CASH	IN-KIND	
Contracted officials			
Operations			
Rentals/Equipment			
Food and Beverage			
Merchandise for Sale			
Souvenirs/Giveaways			
Print Marketing			
Online Marketing			
Television Marketing			
Radio Marketing			
Direct Mail Marketing			
Direct Sales Marketing			
Florida's Playground-Branded Promo Items/Prizes			
Site Fees			
Sanction Fees			
Concert/Performance Fees			
Other			TOTAL EXPENSES
TOTAL	\$	\$	\$

CERTIFICATION AND COMPLIANCE STATEMENT

APPLICANT:

I hereby certify that the information contained in this application is true and correct to the best of my knowledge and that I have read the policies and requirements of the Santa Rosa County TDC grants program and will abide by all legal, financial and reporting requirements as a condition of receiving grant funds from the Santa Rosa County TDC. Signatures must be original in blue ink.

Name: _____

Organization: _____

Signature

Date

Please return the original plus (4) four copies of the Application and the Certification & Compliance Page by **5 p.m. Tuesday, May 31, 2016** to:

Santa Rosa County Tourist Development Office
ATTN: Grants Program
8543 Navarre Parkway
Navarre, FL 32566

Application Check List

- Completed application (pages 4-9)
- Signed certification and compliance form (page 10)
- Copy of event license (if any)
- Copy of event permit (if any)
- Copy of event insurance (if any)
- Copy of liability insurance
- Anticipated budget, including detailed expenses and revenue
- Original and four copies of your complete application package (all items listed above)

Santa Rosa County Tourist Development Office

POST EVENT REPORT

Est. # of visitors as stated in application: _____ Actual # of visitors: _____

Budget revenue as stated in application: _____ Actual revenue: _____

If there is a difference between estimated and actual revenue? Please state why:

Budget expenses as stated in application: _____ Actual expense: _____

If there is a difference between estimated and actual expenses? Please state why:

What is the number of hotel room nights generated by this event? _____

What worked well for your event in Santa Rosa County? _____

What didn't work well/any problems occur? _____

What could the TDC do to make your event more successful?

How can the event be improved or expanded? _____

Local Event Marketing Funding Payment Request

EVENT INFORMATION:

Organization Name: _____

Event Name: _____

Event Dates: From: _____ To: _____

To receive payment for Local Event Marketing Funding, please submit the following:

1. Invoice from your organization to Santa Rosa County
2. Proof of Performance (e.g. itemized vendor invoice, tear sheet, online screen shot, run schedule, website analytics report) showing out-of-market audience and Florida's Playground logo and/or web link
3. Proof of Payment (e.g. front and back of cleared check, credit card receipt)
4. Verification of Room Nights (e.g. lodging report, registration roster, visitor surveys, ticket sales)
5. Current W-9.

Do you prefer to receive payment by EFT? Yes NO

If you prefer to receive payment by check, please provide the mailing address:

Address: _____

City: _____ State: _____ Zip Code: _____

AUTHORIZED USES REQUESTED FOR PAYMENT:

<i>Only as approved in the Funding Application</i>	Amount
TOTAL (May not exceed the Total Funding Approved as noted on the application.)	\$

MARKETING & PROMOTIONAL ACTIVITIES:

Snow Bird Update **Actual Income/Expenses**

Income

	CASH	IN-KIND	
Entry Fees (participants)			
Admissions (spectators)			
Sales (merchandise, etc.)			
Sponsorships			
Other			
Local Event Marketing Funding			TOTAL INCOME
TOTAL	\$	\$	\$

Expenses

	CASH	IN-KIND	
Contracted officials			
Operations			
Rentals/Equipment			
Food and Beverage			
Merchandise for Sale			
Souvenirs/Giveaways			
Print Marketing			
Online Marketing			
Television Marketing			
Radio Marketing			
Direct Mail Marketing			
Direct Sales Marketing			
Florida's Playground-Branded Promo Items/Prizes			
Site Fees			
Sanction Fees			
Concert/Performance Fees			
Other			TOTAL EXPENSES
TOTAL	\$	\$	\$

Local Event Marketing Funding Visitor Survey

Event Name: _____

1. What is your home zip code? _____

2. How many adults in your visiting party? _____

3. How many children in your visiting party? _____

4. How long did you stay in Navarre Beach, Milton, or Gulf Breeze?

Number of Nights _____ Day Trip Only _____

5. Where did you stay?

Hotel Vacation Rental Friends/Relatives Campground RV Park Other

6. Name of Accommodation? _____

7. How did you hear about this event? (Circle all that apply)

Event Website	Other Website	Social Media	Friend/Relative
Newspaper	TV	Radio	Magazine

8. Would you recommend this event to a friend/relative? Yes ___ No ___

9. What is the primary reason for your visit?

This Event Vacation Visit Friends/Relatives Business Other

10. How did you travel to the area?

Vehicle Airplane Charter Bus Other

11. What activities did you participate in during your visit? (Circle all that apply)

Beach Fishing Dining Out Water Sports Arts/Culture Sports Shopping

12. How much did you spend per day, excluding lodging, during your visit?

\$0-25 \$26-50 \$76-100 \$101-125 \$126-150 \$151+

Please send me future emails and news about events in Santa Rosa County.

Email: _____

FLORIDA SPORTS

F O U N D A T I O N

February 24, 2016

Julie Morgan
Tourist Development Director
Santa Rosa County Tourist Development Office
8543 Navarre Parkway
Navarre, FL 32566

Dear Julie:

On behalf of the Florida Sports Foundation, I am pleased to inform you that the Board of Directors has approved the following grant(s):

\$12,000.00 for Tough Mudder Gulf Coast 2016- April 9-10, 2016

Please accept the amount of this conditional award by signing and returning both copies of the enclosed contract agreements to my attention within thirty (30) days. A checklist is provided below for your convenience.

- **Read and sign both contracts and return both to FSF**
- **Make sure a certificate of insurance naming Florida Sports Foundation is in place and a copy is sent to FSF 15 days prior to the event.**
- **A Post Event Report is required within 90 days of the event end date for disbursement and should include:**
 - Front and back copies of cancelled checks, or electronic funds transfers, from grantee to third party for reimbursable expenses.
 - An invoice supporting charges paid above.
 - Proof of exposure for FSF- photos of banners if available.

The Post Event Report can be found and completed on our website at www.fsfgrants.com.

If you have any questions or concerns, please contact me at (850) 410-5288

Sincerely,



Lisa Kirkland OSteen
Director of Marketing

SANTA ROSA COUNTY NAVARRE BEACH PARK
1411 Utility Drive
Navarre Beach, FL 32566
850 981-8888 FAX 850 981-8887

RESERVED

PAVILION NAME: Black Skimmer

DATE: July 3 + 4 Sun-Mon

RESERVED BY: TDC Fireworks
Customer Name

*****THIS PAVILION IS RESERVED*****

Customer Copy – please bring this with you on the Reserved Date.

Santa Rosa County Navarre Beach Park
1411 Utility Drive
Navarre Beach, FL 32566

RESERVED

NAVARRE BEACH PARK & PUBLIC BEACH PAVILIONS
APPLICATION FOR RESERVATION

Pavilion Name: Black Skimmer

Date(s) Requested: July 3rd and 4th, 2016

Organization: Santa Rosa County Tourist Development office

Profit Non-Profit Government

Activity Sponsor: _____

Contact Name: Julie Morgan

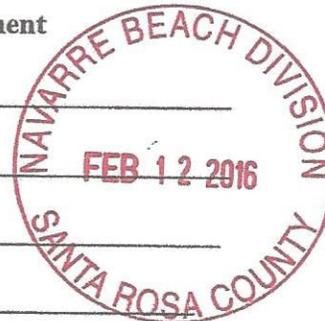
Street Address: 8543 Navarre Parkway

City: Navarre State: FL Zip: 32566

Home Phone: _____ Work Phone: (850) 981-8900

Cell Phone: (850) 572-0206 E-mail address: Julie@santarosa.fl.gov

Briefly explain the type of activities planned for this use: _____
Navarre Beach 4th of July Fireworks



+Note: vendors (profit) are NOT allowed in Navarre Beach Park (non profit must have approval) Sec. 15-40. - Commercial Use. No person shall make any commercial use of a county park, unless authorized by Santa Rosa County. Such prohibited uses include, but are not limited to, the sale, or the display for sale, of any merchandise; the servicing or repairing of any vehicle, except the rendering of emergency service; the storage of vehicles being serviced or repaired on abutting property or elsewhere; the solicitation for the sale of goods, property, or services; and the display of advertising of any sort. Nonprofit civic organizations may conduct activities in county parks such as sales of food or merchandise if the civic organization obtains approval from Santa Rosa County for such activity. + (Ord. No. 2005-11, I, 5-26-05; Ord. No. 2007-01 I, 1-25-07)

The reservation fee is \$53.25 for larger pavilions; \$37.28 for public beach parking lot pavilions (near the Pier) and \$26.63 for the small Sound Side picnic table pavilions.

Reservation is confirmed when payment is received.

***Any cancellation must be received (7) days prior to the event for a refund ***

Unreserved pavilions will be used on a first come, first serve basis. ****Rules: No Glass or Open Fires are allowed on Navarre Beach and no electrical power is available.****

• Contact: 850-981-8888 / FAX: 850-981-8887
File in X Drive, NB, NB Park, Application for Reservation

Approved: Julie Morgan
Account: 534001
Department: 4010